EXHIBIT O

EXHIBIT 43

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UBER_JCCP_MDL_003273474

Metadata

All Custodians	Chang, Frank;Freivogel, Cory;Luu, Jenny;Sheridan, Danielle;	SEMANTIC
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Other Custodians	Freivogel, Cory;Sheridan, Danielle;Chang, Frank;Luu, Jenny;	SEMANTIC
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Production Volume	JCCP_MDL111;	SEMANTIC
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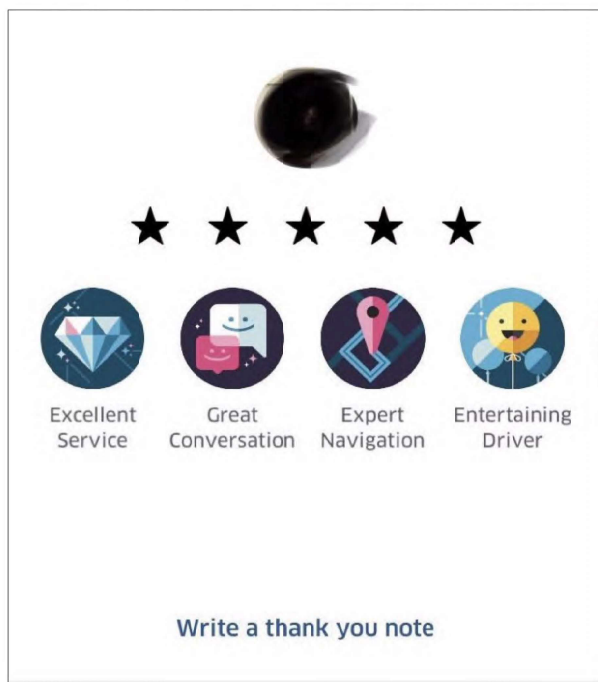# Analysis of Rider-to-Driver Feedback Tags (US only)

November 2018

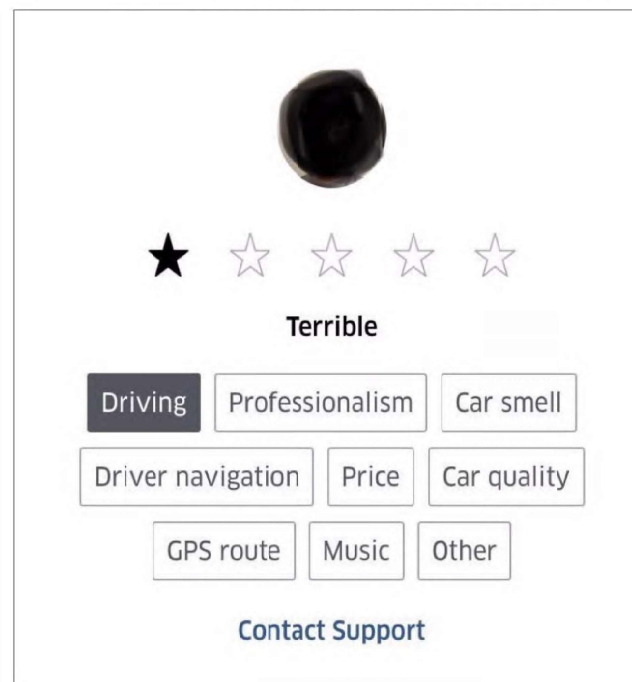**Uber**

Riders are Asked to Submit Feedback Tags after Giving 1~4 Star Ratings to Drivers

5 star: complimentary stickers

1~4 star: feedback tags

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Proactive Outreach to Riders Who Submit Tags

Findings: drivers have ███
███
███ This is a very simple rule, and does not use models, gender, etc.

Proposed Application: collaborate with US Ops team to proactive outreach riders who submitted ████████████████████████████████ /other tags

Pilot:

• Launched in Las Vegas and LA on Nov 21st as part of SA Prevention Pilot

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